SSO OBJECTIVE KEY RESULTS



SSO Value:

- Brand awareness
- Customer acquisition
- Increase engagement
- Increase \$ conversion



Platform crossnavigation

leads to a streamlined user experience



CRM, CEM, CDP

provides data to better understand our customers



SSO'S Objective Key Results are...

further personalize our products to their needs

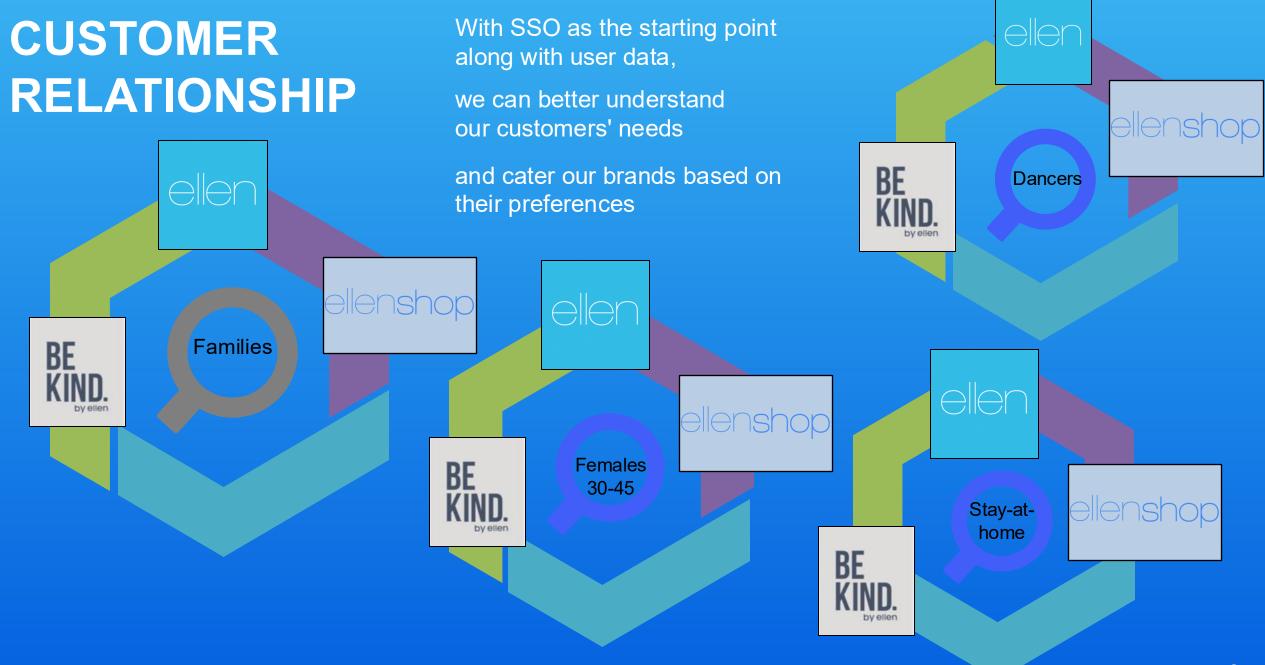
so that we can

A unified identity is...

the foundation for an enterprise-level, integrated brand marketing

SSO





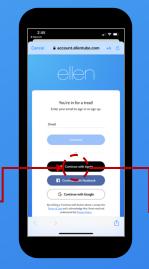
SSO 2020

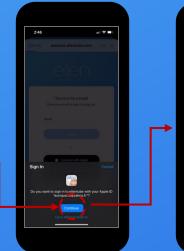
Integrate ellen Shop and Be Kind on SSO to allow frictionless navigation from ellentube, ellen Shop and Be Kind apps

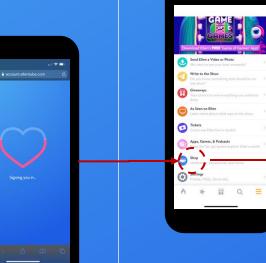














SSO initiative - completions in 2020

- Data Lake data consolidation February 2020
- Social Sign In, Apple integration July 2020
- ellentube on SSO September 2020
- ellen Shop on SSO November 2020
- Fix Be Kind account and tax issues December 2020
- ➤ Be Kind by ellen on SSO December 2020
- Optimize ellen Shop and Be Kind sale conversion October December 2020



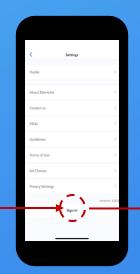


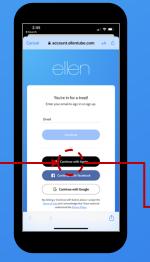
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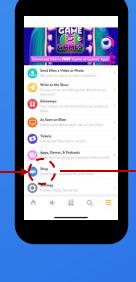




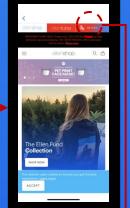








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SSO initiative - completions in 2020

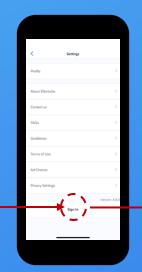
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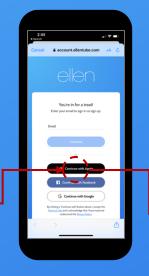
SSO 2020

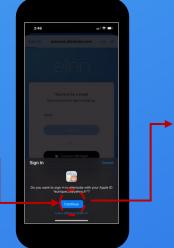
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